

## The Multicultural Marketplace

# Who's Buying Organic Foods?



Consumers across all segments possess greater knowledge about organics, and their increased knowledge is leading to greater participation. Here's a snapshot into the world of organics to profile the levels of ethnic participation in this evolving category.

## Organic User Profile: Ethnicity

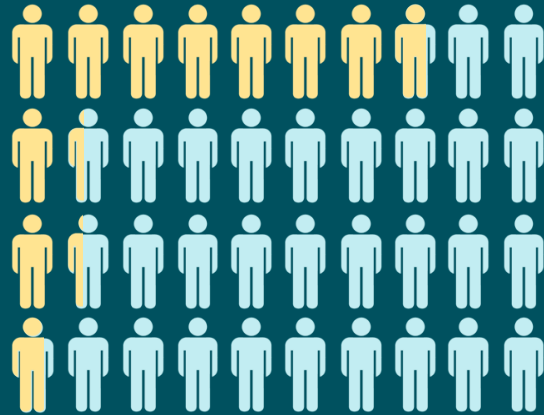
Overall, 82% of U.S. adults are users of organic foods and beverages. Organic users tend to skew Caucasian (79%). About one-fourth of organic users tend to skew either African American (12%) or Hispanic (12%).

79% identify as Caucasian

12% identify as African American

12% identify as Hispanic

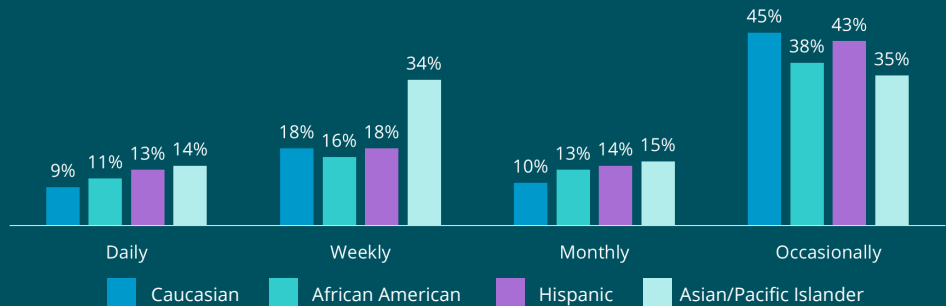
8% identify as Asian/Pacific Islander



## Frequency

African American, Hispanic and Asian/Pacific Islander consumers use organics on a **daily basis** more than Caucasian consumers.

How often have you used organic foods or beverages in the past 3 months?



## Importance of Organic Labels

The labeling of products as "organic" or "USDA Organic" has been a vital part of establishing organics in the marketplace. A majority of consumers across the ethnic groups are aware that there are governmental standards regulating use and the term is an important factor when making purchase decisions.

